IN THE CLAIMS:

Claims 1-36 Canceled

37. (Previously Presented) A light adapted to be used with fish landing apparatus having a shaft and a net attached to the shaft, comprising:

an LED;

a light body for securing the LED at a position for illuminating the net;

a rotary switch lens rotatably attached to the light body and having a light passage portion for passing light from the LED therethrough, the light passage portion being one of translucent and transparent; and

a radially-aligned contact pair opened or closed by rotation of the rotary switch lens for on/off switching of electric power to the LED.

38. (Previously Presented) The light of claim 37, wherein the light body has a first lengthwise portion adapted for being inserted into the shaft of the fish landing apparatus and has a second lengthwise portion with a peripheral edge part wider than the shaft, the second lengthwise portion being adapted for abutting a distal end of the shaft.

39. (Previously Presented) The light of claim 38, wherein the first lengthwise portion of the light body has an outer surface shape that effects a keying structure.

40. (Previously Presented) The light of claim 37, wherein the light body has a light-emitting end having an interior surface with an annular groove, and wherein the rotary switch lens has an annular ridge structured to fit within the annular groove.

41. (Previously Presented) The light of claim 37, wherein a brightness of the LED is set to a level of non-disturbance of a fish.

42. (Previously Presented) The light of claim 37, further comprising a battery.

43. (Previously Presented) The light of claim 42, wherein the battery is disc-shaped.

44. (Previously Presented) The light of claim 37, further comprising a brightness adjuster structured for changing a light illumination level of the LED by rotation of the rotary switch lens.

45. (Previously Presented) The light of claim 44, wherein the brightness adjuster comprises:

a plurality of rotary switch positions accessed by the rotation of the rotary switch lens; and

an illumination level control member structured for adapting the LED to a plurality of brightness levels corresponding to the plurality of switch positions.

46. (Previously Presented) The light of claim 37, wherein the LED comprises a disc-shaped cartridge.

47. Canceled

48. (Previously Presented) Fish landing apparatus, comprising:

a shaft-like pole having a handle end and a net end;

a fish landing net attached to the net end of the pole; and

an illumination module having a light emitting diode (LED) secured therein and having a rotary switch lens structured for supplying electrical power to the LED when the rotary switch lens is rotated and for passing light from the LED therethrough, the illumination module being insertable into the net end of the pole.

49. (Currently Amended) Apparatus of claim ~~45~~ 48, wherein the net end of the pole has an interior surface with a key, the illumination module has an exterior surface with a shape corresponding to the key of the pole, whereby the illumination module may only be inserted into the net end of the pole in an orientation aligning the shape with the key.

50. (Previously Presented) Apparatus of claim 48, wherein the fish landing net comprises at least one frame member having a surface opposed to the illumination module and having disposed on the surface at least one of reflective tape and reflective coating.

51. (Previously Presented) Apparatus of claim 50, wherein the at least one of reflective tape and reflective coating contains fluorescent pigment.

52. (Previously Presented) Apparatus of claim 51, further comprising an optical filter for filtering light emitted by an excitation of the fluorescent pigment.

53. (Previously Presented) The apparatus of claim 50, wherein the at least one of reflective tape and reflective coating contains pigment replicating a fish-friendly environment.

54. (Previously Presented) The apparatus of claim 50, wherein the at least one of reflective tape and reflective coating contains a pigment in a pattern that replicates a fish-friendly environment.

55. (Previously Presented) The apparatus of claim 54, wherein the pattern has a spatial arrangement comprising one of two-dimensional and three-dimensional.

56. (Previously Presented) The apparatus of claim 50, wherein the illuminator comprises a light beam shaper for focusing a light beam emitted from the illuminator on the at least one of reflective tape and reflective coating.

57. (Previously Presented) Apparatus of claim 48, further comprising a clamp structured for attaching the illumination module to the fish landing net.

58. (Previously Presented) In a fish landing apparatus having a net attached to a shaft and having a light for illuminating the net, the improvement comprising the light having a rotary switch lens for on/off switching of an LED in a module insertable into a distal end of the shaft.

59. (Previously Presented) Fish landing apparatus, comprising:

a shaft having a handle end and a net end;

a net attached to the shaft;

an illuminating module inserted into the net end of the shaft, the illuminating module having an LED;

lens means for switching LED power on/off and for passing light from the LED through a transparent or translucent medium for illuminating the net.